LEO BURNETT COMPANY, *Inc.*
Ad No. 537—Reg. No. 08709—2/3 page—B&W—4½ x 10 in.—Notre Dame Scholastic, November 11, 1957 (R)

HOW TO STUDY

The makers of Marlboro Cigarettes have bought this space so I can bring a message of importance to American undergraduates each week. There is no more important message I can bring you than this: College can be beautiful. Don't louse it up with studying.

That was my mistake. At first, cowed by college, I studied so much that I turned into a dreary, blinking creature, subject to dry mouth and night sweats. This dismal condition prevailed until I learned the real meaning of college. And what is that? I'll tell you what: to prepare you to face the realities of the world. And what do you need to face the realities of the world? I'll tell you what: poise. And how do you get poise?

Relax! Live! Enjoy! . . . That's how you get poise. Of course you have to study, but be poised about it. Don't be like some drones who spend every single night buried in a book. They are not learning poise; what's more, they are playing hob with their posture.

The truly poised student knows better than to make the whole semester hideous with studying. He knows that the night before an exam is plenty of time to study.

Yes, I've heard people ram-dem cramming. But who are these people? They are the electric light and power interests, that's who! They want you to sit up late and study every night so you will use more electricity and enrich their bulging coffers.

Don't be taken in by their insidious propaganda! Cramming is clearly the only sensible way to study. But beware! Even cramming can be overdone. When you cram, be sure you are good and relaxed. Before you start, eat a hearty dinner. Then get a date and go out and eat another hearty dinner. Then go park some place and light up a Marlboro. Enjoy the peaceful pleasure it affords. Don't go home till you're properly relaxed.

Once at home, stay relaxed. Do not, however, fall asleep. This is too relaxed. To insure wakefulness, choose a chair that is not too comfortable. For example, take a chair with nails pointing up through the seat.

Place several packs of Marlboros within easy reach. Good, mild tobacco helps you relax, and that's what Marlboro is—good, mild tobacco. But Marlboro is more than just good, mild tobacco; it is also cigarette paper to keep the good, mild tobacco from spilling all over the place. And a filter. And a flip-top box. And a red tape to lift the cigarettes easily . . . It is, in short, a lot to like.

Now you've got the uncomfortable chair and the Marlboros. Now you need light. Use the lit end of your Marlboro. Do not enrich the light and power interests.

Read your textbook in a slow, relaxed manner. Do not underline; it reduces the resale value of the book. Always keep your books in prime resale condition. You never know when you'll need getaway money.

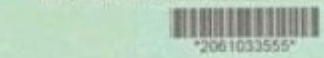
As you read you will no doubt come

across many things you don't understand. But don't panic. Relax. Play some Fats Domino. Remove a callus. Go out and catch some night crawlers.

Relax! Live! Enjoy! Remember—any number of people have bachelors' degrees, but precious few have poise!

© Max Shulman, 1957

It doesn't take any cramming to learn that the finest filter cigarette on the market today is Marlboro, whose makers take pleasure in bringing you this column regularly.



Source: https://www.industrydocuments.ucsf.edu/docs/nmcv0004

2061033555